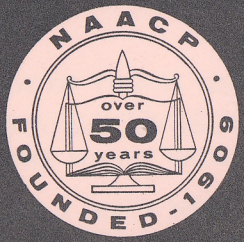
MANUAL

for

WORKERS IN N.A.A.C.P. MEMBERSHIP CAMPAIGNS



NATIONAL ASSOCIATION
FOR THE ADVANCEMENT OF COLORED PEOPLE
20 West 40th Street New York 18, N. Y.

Typical situations the worker will meet in soliciting memberships and techniques for handling them

WORKERS ARE ASKED TO STUDY CAREFULLY THE RESPONSES SUGGESTED HEREIN SO AS TO IMPROVE THEIR SALESMANSHIP IN SOLICITING NAACP MEMBERSHIPS.

1. "I DON'T AGREE WITH A LOT OF THINGS THE NAACP DOES . . ."
2. "WHAT GOOD DOES IT DO TO GET MY $2.00? WHAT THE NAACP SHOULD DO IS TO GET SOME MONEY FROM THOSE BIG FOLKS . . ."
3. "I'M A PROFESSIONAL MAN. I DON'T NEED THE NAACP".
4. "I'M NOT IN AN AREA TO BENEFIT FROM NAACP WORK."
5. "I DON'T HAVE TIME TO ATTEND MEETINGS."
6. "THE NAACP DOESN'T DO ME ANY GOOD."
7. "WHY IS THE NAACP BANNED IN ALABAMA?"

OTHER TYPICAL SITUATIONS

SHEGANZIN LITHOGRAPHERS INC. OF AMERICA NEW YORK 448

Response: Of course! Isn't that true of your club, fraternal organization, or even your own family? The only way to avoid *somebody's* disapproval is to do *nothing*.

You wouldn't want that kind of NAACP. Even our worst critics admit that without the Association, the plight of minority groups, especially colored people, would be intolerable.

If you feel we're wrong some of the time, pay your membership and come on inside and make yourself heard. Remember, you can be an officer and a leader in the branch yourself and help to straighten out the things you feel are wrong.

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Response: NAACP depends on that $2.00 membership from a whole lot of people like you, and always has, because those so-called "big folks" are the very ones who aren't interested in our fight for equality. The NAACP has never gotten big sums of money from the millionaire philanthropists who support other causes. We've never asked for it, because when they give their money, they usually want to dicate your program, and NAACP has to be free to carry on an all-out fight for justice, no matter where and who gets hurt.

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MIMEOGRAPHED LITHOGRAPHED OF AMERICA N.Y. 448

Response: I wouldn't be too sure about that. The NAACP carried on a long and bitter fight, up to the Supreme Court of the U. S., to make it possible for people like you who can afford it to buy a home wherever you want to live. We did the same thing so that folks who want their kids to go to college could send them to the state universities that they help to maintain through their taxes. And you are one of those who is fortunate enough to be able to travel, so our fight to end jim-crow in dining cars and pullmans and airport facilities was really a fight to help you enjoy full status as a human being. You couldn't have done any of these things *alone*.

3. "I'M A PROFESSIONAL MAN. I DON'T NEED THE NAACP".
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DUGGAN-BRO. LITHOGRAPHERS OF AMERICA NEW YORK 448

"Response: We are not carrying on this fight for any special section of the country because no section can reap the full benefits of democracy until that democracy prevails everywhere. By getting FEPC in states like New York, Pennsylvania, Ohio and Connecticut, we prove to the country that members of minority groups are just as capable of doing skilled jobs as anyone else. By attacking segregated education in the south, we focus attention on segregated schools in northern areas. The benefits derived from the work of the NAACP are of nation-wide importance, no matter where a particular case originates.

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SHUGARTS LITHOGRAPHERS LTD OF AMERICA NEW YORK 448

Response: All the more reason for helping with your money. We want YOU - but if you can't meet and work with us, we need your financial support - it takes "oats to make the mare go". The success of our program depends on its soundness plus adequate money. If you can't give us your time, give us the next best thing: your financial support. That will help those of us who can give the time, to get the job done.

5. "I DON'T HAVE TIME TO ATTEND MEETINGS."

6. "THE NAACP DOESN'T DO ME ANY GOOD."

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Response: Anything we do to improve the citizenship status of colored Americans will affect you and especially our youth who are the citizens of tomorrow. We know that it is not only in the southern states that there are restaurants that do not want to serve Negroes, hotels that will not accept us, pools and beaches where we cannot swim, golf courses that are exclusively for whites. The "sit-ins", "wade-ins" and other protests being made by our NAACP youth will break down similar barriers outside the South so that you and your family will be able to enjoy all of the public facilities in your own community.

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Response: After the Supreme Court decision of May 17, 1954, NAACP branches in the southern states began to petition local school boards to admit colored children to the so-called "white" schools. In the eight states that had announced their plans to defy the Supreme Court ruling, colored citizens who signed these petitions were fired from their jobs; refused credit by local merchants; had farm mortgages foreclosed, and were subjected to threats against their lives, to beatings and other violence.

The authorities in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Texas and Virginia began their legal and legislative attacks on the NAACP in the belief that if the Association was put out of business, the fight against segregation would cease. They filed suits demanding membership lists, payment of state income taxes, etc.

We have won the right to continue our work in all of these states except Alabama and our case there was heard in the U. S. Court of Appeals early in 1961. We have already secured a ruling that names of NAACP members do not have to be exposed in these states.

7. "WHY IS THE NAACP BANNED IN ALABAMA?"

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Responses:

(a) Make sure that "John" gets it. When you see him tell him that Mr. Jones is holding a membership for him. John may not be working in the drive this year. If he isn't you get it.

(b) Be sure that "Mary" follows up and gets it.

(c) Some people say this year in and year out: Question them further. When did they pay last; to whom, etc. In the majority of cases you will find that they haven't renewed for two or three years or more.

(d) Pin it down and make a definite date to pick up the membership and BE SURE TO BE THERE ON THAT DATE! Example: "Let's see, Mr. Brown, would Saturday afternoon be OK?" Get your pad and pencil out and write down the appointment in front of him. "O.K. Mr. Brown, I'll be here Saturday afternoon". (If you don't go on Saturday, you might expect to hear something like this: "Oh, I'm sorry but you didn't come and I had to spend the money for something else. I don't know when I'll have it again. Maybe sometime next month.")

(e) The Red Cross is not fighting segregation and discrimination on every hand, etc. Why not cut down on your movies for a month or so, in order to continue your membership. If you miss just one show a month, you can take a $5.00 membership.

(f) Don't stop with one membership. Try to sell every member of the family and others in the household.

8. (a) "John always gets my membership"

(b) "Mary already asked me for it"

(c) "Oh yes, I'm already a member"

(d) "Yes, I'll join later, near the end of the drive"

(e) "I just can't afford it this year; I just gave to the Red Cross"

(f) "Sure, I was just waiting for someone to come around and get my membership"

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